

What is a CMS?

LECTURE
SUMMARY

PRE-PROGRAMMING

Covered in this lecture:

What they are and why we use them

- ▶ **CMS = Content Management System**
- ▶ A CMS is an application that helps you as a website owner or website developer manage your content
- Content is a very broad term, and it includes everything you create and put online (blogs, posts, images, graphs, PDFs, guides, videos)
- Without CMS, you would have to build everything from scratch in order to put your content online
- Using a CMS makes this whole process easier and it makes the site look better
- ▶ CMS handles your content, it lets you manage commenting, share information, quickly change how the site works, etc.
- You don't have to be a programmer to use a CMS

See you next lecture!

The big three CMS

LECTURE
SUMMARY

PRE-PROGRAMMING

Covered in this lecture:

WordPress, Drupal, Magento

► #1 WordPress

- The world's largest and most popular CMS
- 22% of the entire internet is built on it
- It has tons of templates, plugins, and extensions
- It can handle mostly everything (payments, email lists, post scheduling, etc.)
- It's pretty hard to use

► #2 Drupal

- It has modules, plugins, and extensions for everything you might want to build
- Very similar to WordPress
- It's less popular or mainstream
- Only 2.2% of the internet is built on it
- It has a more enthusiastic but smaller core of developers supporting it

- WordPress and Drupal are considered multi-purpose CMS

▶ **#3 Magento**

- It's a CMS that handles e-commerce / online stores
 - It helps with inventory management, SKUs, and product imagery
 - It's huge and popular
- All these CMS are built in PHP, they're easy to set up, and they're mostly free to use

See you next lecture!

The new guard CMS

LECTURE
SUMMARY

PRE-PROGRAMMING

Covered in this lecture:

SquareSpace, Weebly, Shopify

- Even if the big three CMS are convenient to use, they still need some extra time and effort to set them up
- This is why WYSIWYG (What you see is what you get) platforms emerged
- ▶ **#1 SquareSpace**
 - It lets you create a site within a given set of templates
 - You are limited in what you can edit
- ▶ **#2 Weebly**
 - It lets you have more customization control than SquareSpace
 - You can install integrations, third party themes, and move things around
 - They are less popular

▶ **#3 Shopify**

- It handles e-commerce
- You can set up a store and add all sorts of cool advanced features and integrations
- Easier to use than Magento
- They take a percentage of your store's sales, as well as a weekly subscription
- Built in Ruby

See you next lecture!

Picking one over the other

LECTURE
SUMMARY

PRE-PROGRAMMING

Covered in this lecture:

How to choose your CMS

- There are some questions you need to ask yourself before choosing the right CMS
- ▶ **#1 Are you going to sell things online?**
 - If yes, use Magento or Shopify
 - If not, use the other ones
- ▶ **#2 Is selling things online the primary purpose of your site?**
 - If you also want to have a blog, Magento will make it easier for you
 - You can use two separate CMS, one for selling, and another one for blogging
 - If selling is only one thing you do among a lot of other stuff, choose one of the multi-purpose CMS

▶ **#3 How particular are you about details?**

- If you want your site to be unique, use a traditional CMS because you can customize more
- If you're satisfied with a template design, use the new ones

See you next lecture!